



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

# CONTRACT

<u>Contract / Revision</u> 834785 /		<u>Alt Order #</u> 06369481
<u>Product</u> NC SUPREME COURT		
<u>Contract Dates</u> 10/08/12 - 10/22/12	<u>Estimate #</u> 1000	
<u>Advertiser</u> NC Judicial Coalition		<u>Original Date / Revision</u> 10/11/12 / 10/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Michael McCray	<u>Sales Office</u> Telerep-Dallas
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Innovative Advertising .**  
**405 North Columbia Street**  
**Covington, LA 70433**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/12/12	10/12/12	WBTV News 430a	430-5a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$250.00			
N 2	WBTV	10/15/12	10/19/12	WBTV News 430a	430-5a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$250.00			
N 3	WBTV	10/22/12	10/22/12	WBTV News 430a	430-5a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$250.00			
N 4	WBTV	10/12/12	10/12/12	The Early Show	7-9a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$900.00			
N 5	WBTV	10/15/12	10/19/12	The Early Show	7-9a		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$900.00			
N 6	WBTV	10/22/12	10/22/12	The Early Show	7-9a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$900.00			
N 7	WBTV	10/13/12	10/20/12	WBTV Sat 5a News	5-6a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$500.00			
Week:		10/15/12	10/21/12	-----1-				1	\$500.00			
N 8	WBTV	10/13/12	10/20/12	WBTV Sat 6a News	6-7a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$600.00			
Week:		10/15/12	10/21/12	-----1-				1	\$600.00			
N 9	WBTV	10/13/12	10/20/12	WBTV Sat 7a News	7-8a		:30			NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$875.00			
Week:		10/15/12	10/21/12	-----1-				1	\$875.00			
N 10	WBTV	10/14/12	10/21/12	WBTV Sun AM News	6-7a		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$575.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 10/08/12 - 10/22/12	<u>Product</u> NC SUPREME COURT	<u>Estimate #</u> 1000
<u>Advertiser</u> NC Judicial Coalition		<u>Original Date / Revision</u> 10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$575.00			
N 11	WBTV	10/12/12	10/12/12	America Now	9a-10a		:30			NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$360.00			
N 12	WBTV	10/15/12	10/19/12	America Now	9a-10a		:30			NM	5	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$360.00			
N 13	WBTV	10/22/12	10/22/12	America Now	9a-10a		:30			NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$360.00			
N 14	WBTV	10/12/12	10/12/12	Rachael Ray	10a-11a		:30			NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$360.00			
N 15	WBTV	10/15/12	10/19/12	Rachael Ray	10a-11a		:30			NM	5	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$360.00			
N 16	WBTV	10/22/12	10/22/12	Rachael Ray	10a-11a		:30			NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$360.00			
N 17	WBTV	10/12/12	10/12/12	WBTV News At Noon	12-12:30p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$1,400.00			
N 18	WBTV	10/15/12	10/19/12	WBTV News At Noon	12-12:30p		:30			NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,400.00			
N 19	WBTV	10/22/12	10/22/12	WBTV News At Noon	12-12:30p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$1,400.00			
N 20	WBTV	10/12/12	10/12/12	CBS Daytime	12:30-2p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$800.00			
N 21	WBTV	10/15/12	10/19/12	CBS Daytime	12:30-2p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$800.00			
N 22	WBTV	10/22/12	10/22/12	CBS Daytime	12:30-2p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$800.00			
N 23	WBTV	10/12/12	10/12/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$825.00			
N 24	WBTV	10/15/12	10/19/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$825.00			
N 25	WBTV	10/22/12	10/22/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$825.00			
N 26	WBTV	10/12/12	10/12/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$875.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 27	WBTV	10/15/12	10/19/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	5	\$4,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$875.00			
N 28	WBTV	10/22/12	10/22/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$875.00			
N 29	WBTV	10/12/12	10/12/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$2,300.00			
N 30	WBTV	10/15/12	10/19/12	WBTV News at 6p	M-F 6p-630p		:30			NM	5	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$2,300.00			
N 31	WBTV	10/22/12	10/22/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$2,300.00			
N 32	WBTV	10/12/12	10/12/12	Late Run Letterman	1135p-137.28a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$650.00			
N 33	WBTV	10/15/12	10/18/12	David Letterman	1135-1237a		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$650.00			
N 34	WBTV	10/22/12	10/22/12	David Letterman	1135-1237a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$650.00			
N 35	WBTV	10/19/12	10/19/12	Late Run Letterman	1135p-137.28a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$650.00			
<b>Totals</b>											<b>78</b>	<b>\$66,140.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	78	\$66,140.00	\$56,219.00
<b>Totals</b>	<b>78</b>	<b>\$66,140.00</b>	<b>\$56,219.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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